

Product selection system**BEST AVAILABLE COPY**

Patent number: EP1117055
Publication date: 2001-07-18
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Classification:
 - International: G06Q30/00; G06K17/00; G06Q30/00; G06K17/00;
 (IPC1-7): G06F17/60
 - european: G06Q30/00A
Application number: EP20010300195 20010110
Priority number(s): GB20000000547 20000111

Also published

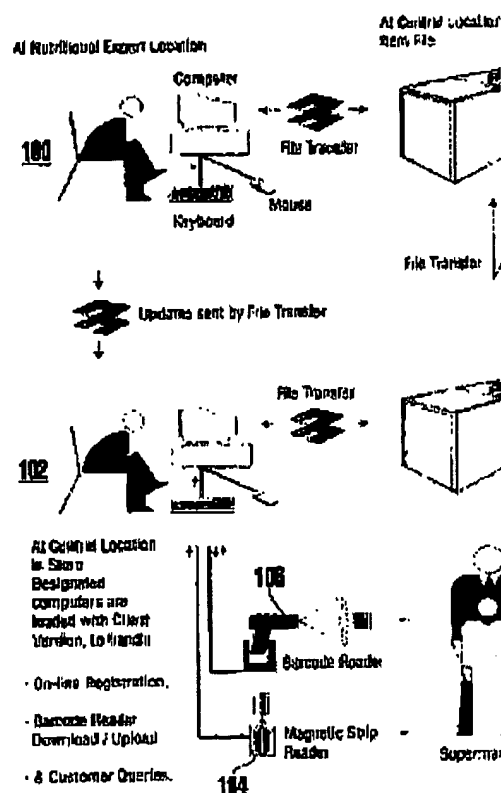
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Report a data**Abstract of EP1117055**

A product selection system for advising a user whether or not to select a product or service, such as a food product, includes a product database (200) comprising data on a plurality of products, a hand-held barcode reader (106) for identifying a product, and processing means (208) for identifying whether the product has one or more user selected characteristics of the product. The characteristics may include the method of treatment or manufacture of the product, distance the product has travelled from origin, place of origin, politics of the region of origin, type of labour used in manufacture or production, details of the manufacturer or supplier, health risks, public health warnings associated with the product, special offers and the like.

**Fig. 3**

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08/21/2006 13:52 FAX 7035185499

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